European museum sector presents three recommendations addressing the development of artificial intelligence technology in museums to policymakers

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The recommendations support museums to tap their full potential and to find their role in the rapid development of artificial intelligence (AI). Museums are excellent places to negotiate technological developments along with the public and offer spaces to learn, experience, and build knowledge. The recommendations were discussed and presented to invited policymakers from communal, national and European level at an international high-level conference on 20 March 2024 in Brussels, Belgium.

The three recommendations urge policymakers to develop a political vision and regulatory framework for museums in the context of AI progress. The potential of museums as partners in the development of ethical practices related to emerging technologies should be recognised. Financial resources and long-term funding must be allocated for infrastructure, equipment, and training of staff to ensure that AI is successfully applied in the Public Cultural Domain. Furthermore, a European competency hub should be established to bring together expertise and practices, knowledge and resources from experts and practitioners for the sector.

The one-day conference "Innovation and Integrity: Museums paving the way in an AI-driven society" addresses the topic of AI in museums to ensure that the sector is proactively shaping and leading its implementation rather than being shaped from the outside. Museums need to engage in the broader conversation about the power and influence of AI and its impact on visitors. It is vital for museums to take agency of the new technologies and to support an increased public understanding of AI. Considering their position as highly trusted institutions, museums can add reliable and well researched information to the public discourse that is increasingly faced with misinformation.

The conference was co-organised by NEMO - the Network of European Museum Organisations, FARO, ICOM Wallonie-Brussels, ICOM Flanders and the House of European History.

The three recommendations to policy makers regarding AI and museums in full read:

1. **A political Vision for Museums and Cultural Heritage in an AI driven Society**
   Recognising the unique position of museums and cultural heritage as pillars of trust within society, it is imperative to integrate them into a regulatory framework. Artificial intelligence in museums needs to be addressed and shaped so that technological developments do not simply reshape museums from the outside. Collaborative efforts between governments, regulatory bodies, and museum professionals can ensure that museums play a pivotal role in the development of ethical practices related to emerging technologies.

2. **Financial Investments to apply AI successfully in the Public Cultural Domain**
   Financial resources must be allocated for infrastructure, equipment and highly qualified human resources, enhancing museums' professional capacities. AI needs to source high-quality, interoperable data and properly described metadata. Copyright issues must be resolved. Museum professionals need adequate skills to perform these tasks, to keep pace with rapidly evolving AI capabilities and to address sector-specific concerns. Furthermore, standing commitments to support the cultural heritage sector should be expanded to ensure the quality and quantity of digitalisation required by Cultural Heritage Data Spaces and the

European Collaborative Cultural Heritage Cloud.

3. **Establishment of a European AI Innovation Hub for Cultural Heritage**
   To foster creativity, innovation and collaboration, to centralise expertise and knowledge and to face challenges for the sector associated with AI, there is a need for a dedicated competency centre in Europe. This space would serve as a hub to bring together expertise and practices, knowledge and resources in a network of and for professionals, ensuring digital innovation and development across the diverse European Cultural heritage sector - in alignment with the values of human-centred design, privacy, and open-source practices.

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